



City Plaza Workshop
Facilitated by Ty Beddingfield

January 4, 2007

Process of Curating City Plaza

During our creative process our group focused on ways to manage and curate the proposed space. First, by identifying the users: the pedestrian (referred to as “me”) as an individual and the community (“WE”). The group identified five elements of desire.

Satisfy me: small places with varied appeal and amenities.

- Cafes, shopping, meeting/gathering places, human scale.

Expose me: a place to inspire, awe and amuse.

- Attractions of art/music/culture/technology.
- Flexible design, seasonal, and larger than life.

Manage WE: a place of possibility with intention.

- Central identity (apolitical) whose focus is on mission, usage and conveys feeling that someone is in charge. Builds trust among interested parties.

Old meets new WE: William Christmas inspired city square plan.

- Singular goal of Raleigh “squared” using existing and new resources
- Image and identity with an inspired square
- Unifying city physically and socially.

See me, feel me, and touch WE: reaching out beyond

- Introducing pedestrian to community
- Interactive participation by public (street level kiosk for public voting/curation).
- Including shareholders and public in curator process.

The next question tackled was how to implement design with desires. The overall consensus was for an apolitical (and non-profit) coordinating body focused on creating a mission and catalyzing all the stakeholders, public interests and city partners. Example : ARTSPLOSURE

“Raleigh Squared” is a coordinating body comprised of a staff with a director communicating between private stakeholders, city partners and public entities such as community organizations, residents and a public kiosk placed right in the city square (be there and be squared!).

The central premise of our creative consensus was that “Raleigh Squared” should be a stakeholder driven, public and private partnership in pursuit of a vibrant changing city square, representing yesterday and tomorrow.

“RALEIGH Squared” – applying the William Christmas plan.

- Apolitical non-profit coordinating body.
- Director/ Coordinators
- Staff
- Contribution: Raise local funds take advantage of public funds.
- Coordinate community participation, stakeholders and city partners. Enhancing and integrating existing infrastructure. Establish policy and create trust.

CITY Squared Charter - Evaluate place.

- A commitment to support defined goals.
- Formal planning and visionary process.
- Contribution: define space. Identify stakeholders, partners and community involvement.

Stakeholders – Advisers

Equity stake in shared vision and attracting solutions.

- Property owners
- Business owners
- Chamber of Commerce
- Contribution: bring resources/experience/private funding.
- Volunteers from within their organizations.

Partners- expert work force

- Public works and funding resource.
- City Council and Commissions
- City of Raleigh
- Convention center
- Downtown Raleigh Alliance
- Urban Design Center
- Contribution: needed services, expertise and public funding.
- Planning vision.

Public/ Community Committee- the Public Trust

- Articulate aspirations, needs, and solutions and build trust.
- Residents groups
- Civic and Church organizations
- Academics
- City Kiosk/ direct line to person on the street.
- Contribution: Advise, build trust in system, empower.
- Pedestrians to vote and curate public space (via community Kiosk).
- Volunteers gathered through group members.

Participants at Table 8

Lia Newman (artspace)
Bob Geary (independent weekly)
Tracy Spencer (empire properties)
Dan Howe (assistant city manager)
Heather Vickery (kimley-horn)
Mary Silver (artist/painter)
Mary-Ann Baldwin (stewart engineering)
June Guralnick (arts commission)
Adrienne Cole (Raleigh Chamber of Commerce)
Ty Beddingfield (gamila company/ designbox)

An Apolitical Coordination Body for City Plaza

